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CASE NO. MET1.0002

PATENT APPLICATION #4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Examiner: Not yet assigned
BENTOLILA, et al.) Group Art Unit: Not yet assigned
Serial No.: 10/043,698)
Filed: January 9, 2002) July 12, 2002
For: SYSTEM AND METHOD FOR) Los Angeles, CA 90067
BEHAVIORAL MODEL CLUSTERING IN)
TELEVISION USAGE, TARGETED)
CLUSTERING, AND PREFERENCE)
ADVERTISING VIA MODEL)
PROGRAMMING BASED ON)
BEHAVIORAL MODEL CLUSTERS)

RECEIVED
JUL 22 2002

REQUEST FOR EXTENSION OF TIME

OFFICE OF PETITIONS

Assistant Commissioner for Patents
Washington, D.C. 20231

Applicants request a three-month extension of time from April 12, 2002, to July 12, 2002
to respond to the Notice to File Missing Parts of Application.

A check for \$460.00 is enclosed to cover the fee for such an extension of time. Please
charge any additional fees to our deposit account No. 19-1995. One copy of this letter is
enclosed for such purpose.

Very truly yours,

SHERMAN & SHERMAN

Kenneth L. Sherman
Reg. No. 33,783
2029 Century Park East, 17th Floor
Los Angeles, CA 90067
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07/23/2002 AWONDAF1 00000162 10043698

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460.00 DP

CERTIFICATE OF MAILING - I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the:
Assistant Commissioner for Patents, Washington, D.C. 20231 on July 12, 2002.

Evelyn Menjivar
(Type or print name of person mailing paper)
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(Signature of person mailing paper)

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